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**Project Announced for the City of Westfield**  
***Labeled Family Sports Capital of America***

**Westfield, IN** – Westfield Mayor Andy Cook announced today an initiative which will establish the City of Westfield as the *Family Sports Capital of America*. The initiative includes a multi-use, sports complex development that builds upon Westfield's existing foundation of family sports and recreational opportunities and is encompassed by an intergenerational residential and commercial development planned by Estridge. Total public and private investment when completed is expected to exceed \$1.5 billion.

The first of its kind development will be located on the Towne Road corridor between 146<sup>th</sup> Street and 161<sup>st</sup> Street. The plans include an all purpose event stadium, along with baseball and softball fields, soccer and lacrosse fields, a multi-use indoor sports facility, and other sports fields, courts, and facilities. The intergenerational community will integrate residential and commercial lifestyles centered around family recreation.

"This is a public-private venture which will clearly put Westfield on the map as a true family destination in addition to being a great place to raise a family," says Westfield Mayor Andy Cook. "We are in the process of working on creative funding mechanisms as we truly believe that we are bringing forth a tourism component benefitting the entire State of Indiana," says Cook.

The City of Westfield and the Hamilton County Convention and Visitor's Bureau (HCCVB) will be creating a Family Sports Advisory Commission to help coordinate the development of this initiative. This committee will be charged with researching details, gathering public input and defining the specific characteristics of the initiative. "This group will help define how this family destination can enhance the assets of the City of Westfield and provide a diversified tax base to the City and the State of Indiana," says Cook. "This initiative establishes an identity for the City of Westfield and the Family Sports Advisory Group will help tie all these assets together."

In response to a growing community that values recreational sporting opportunities for families, Westfield began researching sports initiatives over the last two years in coordination with the HCCVB. Research showed that enough need, purpose and land existed to meet the growing need for not only family recreational outlets, but also professional and competitive sporting fields and facilities in the Westfield and Hamilton County area. This has the potential to have a positive economic impact on the area through visitor spending at regional and national tournaments hosted by Westfield, further identifying Westfield as the Family Sports Capital of America.

An economic feasibility study was performed for this project and states this complex is estimated to generate tens of millions in direct spending and gross annual output. It could also result in hundreds of full and part-time jobs. According to the HCCVB, over 45,000 people visited the County in 2007 to participate in a sports related function spending nearly \$5,000,000. Establishing Westfield as the Family Sports Capital has the potential to increase the number of sports related visitors many times over.

“The mayor’s initiative to become the Family Sports Capital of America only strengthens the county’s already solid sports business, which attracts tens of thousands of visitors to the area each year,” said Brenda Myers, Executive Director of the Hamilton County Convention and Visitors Bureau. “Each sports visitor to the county spends, on average \$109.63 per day — making a direct impact on the restaurants, shops, hotels and attractions in Hamilton County while encouraging quality competitive sports play.”

For additional information, see contact information above.

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